

ABSTRACT OF THE DISCLOSURE

Absorbent products, such as disposable diapers and incontinence garments, comprising an improved lotion formulation are disclosed. The lotion formulation is applied to the bodyfacing surface of the bodyside liner and is stable  
5 at elevated temperatures, remains on or near the surface of the absorbent product prior to use, and readily transfers to the user's skin upon use. The lotion formulations described herein have a melt point viscosity of from about 5000 cPs to about 1,000,000 cPs, and a process temperature viscosity of  
10 from about 50 cPs to about 50,000 cPs. The lotion formulations comprise an emollient, a structurant, a rheology enhancer, and other optional components.